

Market #15

FTC vs PM

Brand	Size	FTC	PM	Diff
* Carlton	R-F	1.6	1.3	+0.3
* Carlton Menthol	K-FM	4.0	3.5	+0.5
* Carlton	K-F	4.1	3.3	+0.8
* Menthol Menthol	K-FM	4.2	3.6	+0.6
* Menthol	K-F	5.4	5.0	+0.4
* Menthol Menthol	K-FM	6.5	5.8	+0.7
* Menthol	K-F	7.3	6.0	+1.3
* Menthol 10-0	10-0	8.5	8.7	-0.2
* Menthol	K-FM	8.8	7.0	+1.8
* Menthol 10	K-FM	8.8	8.7	+0.1
* Menthol (Menthol)	R-F	9.1	8.6	+0.5
* Menthol	K-F	9.8	8.6	+1.2
* Menthol For Miled	K-F	9.9	9.0	+0.9
* Menthol For Miled	K-F	10.0	9.4	+0.6
* Menthol	K-F	11.1	10.0	+1.1
* Menthol Menthol	K-FM	11.1	10.5	+0.6
* Menthol	K-F	11.3	10.3	+1.0
* Menthol	K-F	11.3	10.5	+0.8
* Menthol Menthol	K-FM	11.5	10.6	+0.9
* Menthol	K-F	11.6	10.8	+0.8
* Menthol	10-0	11.9	10.9	+1.0
* Menthol	Avg.	8.5	7.7	0.8
Not Vent		9.9	9.2	0.7
* Ventilated		7.1	6.4	0.7